

Information and Referral Marketing Plan July 1, 2004 – June 30, 2006

GOAL: To meet the requirements of the Code of Virginia 63.2-222 – Develop and implement a statewide publicity effort

OBJECTIVE: To make citizens of the Commonwealth more aware of I&R and increase their use of I&R

Strategies (Methods) and Activities (Action Steps)	Staff Responsible	Function, Evaluation Or Measurement	Begin Date	End Date
2-1-1 – Promotional Items <ul style="list-style-type: none"> • Selection • Ordering • Distribution 	K. Winston M. Perdue K. Stilen-Lare	Select attractive, functional items to create awareness of 2-1-1 program launch	7/01/04	6/30/06
2-1-1 – Graphic Identity Material Development <i>(Posters, Letterhead, Media Release Template, Brochure, Folder)</i> <ul style="list-style-type: none"> • Design • Production • Distribution 	M. Williamson M. Perdue B. Vlk K. Stilen-Lare	Coordinate the design and production of standard graphic materials to visually support the launch of 2-1-1	11/15/04	TBD
2-1-1 – Facilitator's Guide Development <ul style="list-style-type: none"> • Design • Production • Distribution 	C. Ingram M. Perdue B. Vlk K. Stilen-Lare	Coordinate the contents and production of a standardized "How To" guide, which will assist regional I&R Directors in launching 2-1-1 locally	11/15/04	TBD
2-1-1 - News Release Development <ul style="list-style-type: none"> • Prepare news releases announcing changes and improvements in I&R • Prepare news releases on the launch of 2-1-1 	C. Ingram M. Perdue B. Vlk K. Stilen-Lare	Prepare and distribute a minimum of six articles	7/01/04	6/30/06

<ul style="list-style-type: none"> • Prepare news releases announcing 2-1-1 kick-off events, etc. • Prepare in advance news releases on the successes, changes and improvements in 2-1-1 				
2-1-1 - Media Opportunity Identification <ul style="list-style-type: none"> • Identify opportunities to promote awareness of 2-1-1 in conjunction with contractors and subcontractors • Coordinate regional editorial board visits • Identify opportunities to participate in regional television news background phone banks • Identify morning and noon news interview opportunities on regional television and radio programs • Develop Op/eds promoting the benefits of 2-1-1 system. An Op/ed is a piece of writing, which expresses a personal opinion. • Coordinate letters to the editor on the benefits of 2-1-1 and the positive impact to the community • Encourage local departments to pass up success stories to pitch to media as new markets open 	M. Perdue B. Vlk K. Stilen-Lare	Coordinate media relations strategies and tactics that result in print and broadcast coverage of 2-1-1 launch	Ongoing	Ongoing
2-1-1 – Target Audience Determination <ul style="list-style-type: none"> • State • Regional 	C. Ingram M. Perdue B. Vlk K. Stilen-Lare	Identification of communications tools (news releases, PSAs, Op/eds, feature articles, etc.) that are appropriate for target audiences	Ongoing	Ongoing
2-1-1 – PSA Development <ul style="list-style-type: none"> • Content • Content approval by state staff • Content approval by contractor 	M. Williamson C. Ingram M. Perdue Contractor (TBD) K. Stilen-Lare	Produce and distribute (a minimum of four PSAs)	7/01/04	6/30/06

<ul style="list-style-type: none"> • Production • Distribution 				
2-1-1 - Public Service Print Ad Development <ul style="list-style-type: none"> • Content • Design • Production • Distribution 	M. Williamson C. Ingram M. Perdue B. Vlk Contractor (TBD) K. Stilen-Lare	Produce and distribute (a minimum of two, budget issues not withstanding)	7/01/04	6/30/06
2-1-1 – Launch Event Coordination <ul style="list-style-type: none"> • Coordinate an event plan for each region's kick-off with press conference and state official making the first call • Maintain consistent communications regarding the status of factors impacting the determination of launch dates for each region • Identify local officials and VIPs who will present/attend kick-offs in each area 	C. Ingram M. Perdue B. Vlk K. Stilen-Lare	Coordinate a successful launch event in each region with media coverage	10/01/04	Event Launch Dates TBD SWVA Central VA Tidewater Richmond NWVA
2-1-1 - External Communications <ul style="list-style-type: none"> • Development and placement of 2-1-1 updates on VDSS public Web site • Development of permanent 2-1-1 information link on the VDSS public site • Distribution of 2-1-1 posters/materials to LDSS offices • Re-tool News & Views/newsletter stories for public Web site. • Update fact sheets and backgrounders as needed • Coordinate with Regional I&R Directors the distribution of media and informational kits with backgrounders, brochures, promotional items, etc., for local press and identified partners • Consult with Regional I&R Directors regarding regional opportunities to 	C. Ingram M. Perdue B. Vlk Kristi Stilen-Lare	Assist Regional I&R Directors with the implementation of external communications in conjunction with 2-1-1 launch	7/01/04	6/30/06

promote 2-1-1 through co-op marketing with utility companies, banks, food stores, etc.				
2-1-1 - Internal Promotion <ul style="list-style-type: none"> • Development and placement of • 2-1-1 updates on VDSS online • Advertise 2-1-1 on local agency Web sites at other HHR agencies • Prepare newsletter material for other HHR agencies • <i>News & Views</i> article • Article in <i>Commonwealth Currents</i> • Coordinate messages and information with key leaders in other agencies to bring them on board with the idea • Letters to HHR agency heads • Work with Public Affairs division at DHRM to promote 2-1-1 through their communications efforts • Develop a promotion kit for local areas to use in promoting 2-1-1, include a list of places they can put 2-1-1 information, example press releases, and more. 	M. Williamson K. Winston M. Perdue B.Vlk	Promote internal audience awareness of 2-1-1 and encourage cross-promotion of 2-1-1 throughout all agencies	7/01/04	6/30/06
<i>This information represents a working plan. Dates identified are targets and are subject to change, based on external factors (funding, personnel, etc). This plan must be flexible, particularly when dealing with the media. Additional projects are expected to be added to this plan as needed and in 2005 as implementation of 2-1-1 proceeds.</i>				